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**Week\_04\_Privacy**

## Would you give up on your privacy for convenience?

## When I think about weighing the cost privacy versus convenience, the first thing that comes to mind is my own bandwidth. I think about he investments of my time and/or it would take to research the best methods and products to protect myself. Then I weigh that investment against everything else going on in my life. In many cases, there tend to be more pressing or immediate priorities.

However, I come to the realization that I have been avoiding some forms of data collection by accident. In a recent survey1 43% of respondents accept the tradeoffs of supermarket discounts for personal information. My grocery store membership cards are all registered to someone else (score!!).

I also avoid joining untrusted WiFi hot spots are pretty much all costs. Up until now, I haven’t been able to articulate why, but I just did trust them. Now I know that they are A, susceptible to hackers and B, may come at the cost of my privacy.

What do I trade my privacy for now? Currently, I do use FaceBook, Chrome and Hotmail/Gmail. FB lets me easily stay in contact with family and friends. Chrome makes for seamless transitions into using new devises. And Hotmail/Gmail are fee email services.

What would it take to replace all of these? There probably isn’t a private replacement for FB, at least not in the full capacity. Replacing Chrome would be possible but would require at least 3 services. Keypass (or similar), FireFox and switching to DuckDuckGo. And after funding out Protonmail only works with other Protonmail accounts, I’m not sure there is a replacement for my email accounts.

In short, I would like more privacy. Making privacy a bigger priority however is another question.

## What's GDPR, is it good or bad and why. Which companies don't want to have GDPR implemented in US?

The General Data Protection Regulation (GDPR) is a regulation that gives individual users greater control of their personal data2. The GDPR only covers individuals within the European Economic Area (EEA) but does include all web traffic that originates from the EEA. Except for a few eastern block countries, nearly all of Europe is covered in the EEA.

The GDPR does this by requiring transparency from companies that collect user data. Users can request what data is being collected and what is being done with it. Finally, a user has the right to have their collected data erased.

On a micro level, anything gives individual user more control over their data is a good thing. Users should be able to use the internet without fear of repercussions for their legal activity. And users should be free to stop people from collection their information if they choose.

The bigger picture is a little more complicated. Much of the convince afforded to internet users is built on a business model that relies on collecting user data. If legal trends continue their current path, the data collection business model will probably change drastically. Only time will tell if that is a good or bad thing.

There are many industries that use and collect personal data. These industries include but are not limited to Advertising Technology, Business IT, Risk Data, Marketing Data and Customer3. Being that so many industries engage in data collection, it’s fair to say that nearly all of them have some interest in maintaining the ability to collect user data.

## Citations

1. “General Data Protection Regulation.” *Wikipedia*, Wikimedia Foundation, 10 Feb. 2020, en.wikipedia.org/wiki/General\_Data\_Protection\_Regulation#1\_Transparency\_and\_modalities.
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3. Pasternack, Alex. “Here Are the Data Brokers Quietly Buying and Selling Your Personal Information.” *Fast Company*, Fast Company, 28 May 2019, www.fastcompany.com/90310803/here-are-the-data-brokers-quietly-buying-and-selling-your-personal-information.